# CITY OF NEW ORLEANS CHIEF ADMINISTRATIVE OFFICE

## POLICY MEMORANDUM NO. 110

July 7, 2005

TO: All Departments, Boards, Agencies, and Commissions

FROM: Charles L. Rice, Jr., Chief Administrative Officer

SUBJECT: MEDIA ADVISORY PROCEDURES

#### I. PURPOSE

To provide City departments with thorough, efficient, and organized media and promotional coverage.

This new policy will enable the Office of Communications to be better informed about the important programs and events occurring in city government resulting in an improved media and public awareness of the programs and services of City Government.

#### II. POLCIY

The Mayor's Office of Communications is the designated marketing, media and communications contact point for the City of New Orleans.

Department Director's and/or department representatives are not to comment in person or in writing to the media without prior clearance from the Press Secretary or a designated representative of the Office of Communications.

All departments and office Directors are to report all pager numbers and cell phone numbers that are City issued to the Office of Communications. All City issued cell phones are to remain on 24 hours a day.

All request for news/press conferences, news/press releases, media advisories, media calendars, promotional campaigns, public service announcements, special events, department and office publications, articles and media interviews should be made at least 15 days in advance and should be cleared and/or reviewed by the Director of Communications or a designated representative of the Office of Communications.

## III. DEFINITIONS

News/Press Conference - An event where the Mayor and/or Department Director or a designated representative makes an announcement concerning a specific City government department and/or related issue. News/Press Release - A document that tells a story. It will include facts, details, background and official quotes that support the announcement.

Media Advisory/Calendar - A media advisory is a document that announces a news conference or special event. A media calendar is a document that lists multiple news conferences or special events. The document provides the date, time, location, and a brief explanation of the news conference event.

Public Service Announcement (PSA) - A document that can be used in an audio, video or print media format. The PSA announces a specific city or Mayor's Office sponsored event that is usually free to the public or an information meeting or hearing dealing with a governmental issue. For example, a free seminar, health department programs, informational meetings or public hearings. A PSA is sent to the various media at least two weeks prior to an event.

**Promotional Campaign** - An initiative of the Office of Communications in conjunction with a participating department or office to develop and promote a specific program or event.

**Media Interviewer** - A one on one interview requested by a member of print or electronic media which is coordinated through a representative of the Mayor's Office of Communications.

#### IV. SCOPE & RESPONSIBILTIES

<u>The Director of Communications</u> - Oversees and approves all requests for news/press conferences, news/press releases, media advisories/media calendars, special events, public service announcements, production, design and/or promotional campaigns.

<u>The Press Secretary</u> - responsible for set-up and facilitation of all media interviews and coordination of all press conferences.

<u>The Writing Department</u> - responsible for the writing of public service announcements, press releases, advertisements, magazine and web articles and speeches.

<u>The Director of Production</u> - Responsible for the set-up of news/press conferences, production of public service announcements, the development of still photography and video and cable access programming related to the City of New Orleans.

<u>The Director of Special Events</u> - Responsible for the coordination of special events.

The Director of Community Affairs - Responsible for coordinating all community meetings initiated by the Mayor's Office.

## V. PROCEDURE

- 1. All request for a news/press conferences, news/press releases, media advisories/media calendars, scheduling dates, special events, public service announcements, and/or promotional campaigns are to be forwarded to the Office of Communications (sforman@mayorofno.com). The Office of Communications will handle all background research, coordination and writing of speeches and speaking points for community events and the issuing and coordination of various letters of congratulations, welcome and other Mayoral related correspondence.
- 2. Requests for scheduling and content coordination are to be e-mailed to the Press Secretary, Tammy Frazier (tfrazier@mayorofno.com).
- 3. Requests for physical set-up of news/press conferences and any photography, video or PSA production are to be forwarded to the Director of Production, Lisa Palomba (lflowers@mayofno.com).
- 4. Requests for physical set up and format coordination for special events are to be made in writing to the Director of Special Events, Kristie Sanders (ksanders@mayorofno.com).
- 5. Requests for proclamations and certifies are to be made to Danielle Wright (dwright@mayorofno.com) in the Press Office.
- 6. Requests for someone to appear on behalf of the Mayor and/or Administration are to be forwarded to Serda Anderson (sanderson@mayorofno.com) in the Mayor's Administrative Office.

## VI. INQUIRIES

Questions regarding this policy may be addressed to the Office of Communications at (504) 658-4940.

CLR, Jr./SF/emk